

MARKETING OF TURN-KEY HOUSE PACKAGES

Case: Pohjolan Design-Talo Oy

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<p>Abstract</p> <p>The objective of this study was to find out how the marketing of Design-Talo has affected the company's customers; how do the customers perceive their marketing, what kind of images it creates, and to learn what kind of changes could be done to improve the marketing.</p> <p>The theoretical part of the thesis includes information about marketing and about the house building business, concentrating to the companies offering turn-key houses.</p> <p>The research method of the thesis is qualitative. The information was assembled by using an emailed survey questionnaire, which the customers of Design-Talo returned to the researcher. Total amount of received answers was 15. Based on their experience, the respondents were able to give information about Design-Talo's marketing efforts, about their sales people and about the entire house building process. They knew how the process proceeded and could assess its strengths and weaknesses.</p> <p>The results showed that fairs and house exhibitions are a very effective way of marketing houses. Internet is often used when considering which house manufacturer to choose. The sales person was considered to have an effect on a positive or a negative purchase decision. The sales people of Design-Talo received positive feedback. The respondents brought up some improvement ideas for Design-Talo's website and the house brochure.</p>		
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<p>Tiivistelmä</p> <p>Tämän tutkimuksen tavoitteena oli selvittää, kuinka Design-Talon markkinointi on vaikuttanut yrityksen asiakkaisiin; kuinka asiakkaat kokevat yrityksen markkinoinnin, minkälaisia mielikuvia siitä syntyy ja saada ideoita markkinoinnin kehittämiseen.</p> <p>Opinnäytetyön teoriaosuus koostuu markkinoinnin teorioista ja talonrakennusalan tiedoista, keskittyen yrityksiin jotka tarjoavat muuttovalmiita taloja.</p> <p>Tutkimusmetodi opinnäytetyössä oli kvalitatiivinen. Tietojenkeräys tapahtui sähköpostitse lähetetyllä kyselylomakkeella, jonka Design-Talon asiakkaat palauttivat tutkielman tekijälle. Vastausten kokonaismäärä oli 15. Vastaajat pystyivät kokemukseensa perustuen kertomaan yrityksen markkinoinnista, myyjistä ja koko talonrakennusprosessista. He tiesivät, kuinka prosessi etenee ja pystyivät arvioimaan sen vahvuuksia sekä heikkouksia.</p> <p>Tulokset osoittivat, että messut ja taloesittelyt ovat tehokasta talo-markkinointia. Internetistä etsitään usein tietoa, kun harkitaan talopakettien valmistajaa. Vastaajat totesivat, että talomyyjät voivat vaikuttaa myönteiseen tai kielteiseen ostopäätökseen. Design-Talon myyjät saivat hyvää palautetta. Vastaajilla oli parannusehdotuksia Design-Talon nettisivuihin ja esitteeseen (talokirjaan).</p>		
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1 INTRODUCTION

Marketing is something we come across everyday; in newspapers, TV, product packages, on the sides of buses, even when talking to a friend. Marketing is a possibility for a company to increase sales and to get brand recognition. Therefore, it is a big part of any company's operations. The goal of marketing is to inform potential customers of products/services and persuade them to buy them. Basically, the goal is to get new customers and keep the current ones satisfied. It is essential to know your marketplace and the target group for your products. Otherwise, the marketing efforts are a waste of money. It is important to make research of the subject; information is a key to success!

The case company for this thesis is called Design-Talo (Chapter 2.1), a company that offers ready to move in houses. The purpose of the thesis was to study how the marketing of Design-Talo has affected their customers. How do the customers perceive the marketing and what kind of images it creates. The research questions are:

- Has the marketing affected those who have built a Design house?
- How does Design-Talo's marketing differ from the marketing of other house manufacturers (Design-Talo's competitors)?
- What are the strengths in Design-Talo's marketing operations?
- What kind of changes could be done to improve the marketing?

There is already research made on marketing and about images that customers have of different companies. The research survey is quantitative and has been implemented by Rakennustutkimus RTS Oy, research of RTS Oy is annual. In this thesis it was important to get more detailed information and to study why competitors have done better in certain areas.

2 BACKGROUND INFORMATION

The author of the thesis was working for Design-Talo during summer 2010 at the Kuopio housing fair, and the idea of the thesis emerged there. The subject is of interest to the author and should also be helpful to the company. The research method was to use information available from Design-Talo and also to use information about a qualitative research made to customers of the company.

There are different kinds of ways how you can proceed after making a decision to build a new house. You can do the project all by yourself, you can lead the project and design the house but hire builders to do the actual work or you can use “house packages” which means that professionals will lead the project and build the house. The building process can also be mixed so that there are features from other types of implementation. (Avaimet käteen-analyysi. Omakotirakentajat 09/10, 2).

This study will focus on the companies that offer houses that are built ready to move in, so that the customer will receive keys to a finished house. This approach is called the turn-key project.

2.1 Case company: Pohjolan Design-Talo Oy

The client of this thesis is Pohjolan Design-Talo Oy. Design-Talo, as it is usually called in marketing contexts, was established in 1990 by Esa Kurkela, when the company seceded from Mitta-Talo Oy which was established in 1979 also by Mr Kurkela. The main office of the company is located in Oulunsalo, and the office for Southern Finland is in Vantaa. The factory where the elements of the houses are made is located in Nivala.

Design-Talo has specialised in making and designing houses that are built ready to move in, turn-key homes. That means that the ready-built house includes all the interior materials as well. The customer chooses from a selection of materials the flagstones, wallpapers, paints, battens and fixtures of her/his own taste. The customer will know the exact price of the process

and the day the house is ready to move in at the time of signing the purchase contract. It is also possible not to include all parts of the designed package. If the customer for example wants to build some of the interior himself or wants a different kind of kitchen, the price will be deducted from the package price. The floor plans of the houses are slightly transformable. Garages and villas are also offered in the Design-Talo collection.

The company has been growing and during the busiest years it has built more than 500 ready-to-move-in houses. In 2009, the collection of Design-Talo houses was launched in the form of energy efficient models. In 2010 the company has been offering ready-to-move-in villas. Design-Talo is credit rated as an AAA company. (Design-Talo's webpage, Referred to on October 13, 2010).

Design-Talo considers Kastelli-Talot, Älvsbytalot and Muurametalot as their main competitors.

2.2 House building and competition

In 2009, the top three of the most sold houses and sales were Kastelli-talot, Jukkatalo and Älvsbytalot. Design-Talo was eighth by the number of sold houses and fourth by sales volume. (Omakotirakentaja 09/10, 2).

However, when considering the turn-key companies, the most sold houses in 2009 were Älvsbytalot, Kastelli-Talot and Design-Talo. (Avaimet käteen-analyysi. Omakotirakentajat 09/10, 5).

In 2010, the top three of most sold houses were Kastelli-talot, Omatalo and Jukkatalo and Design-Talo was fourth with Kannustalo. By sales volume (of all the companies) Kastelli-talot was first and Design-Talo was second. 2010 was a very successful year for Design-Talo when the company was the biggest turn-key company and provided 22% of the turn-key services. 50% of the turn-key services were provided by Design-Talo, Kastelli and Älvsbytalot. (Pienrakentamisen markkinakatsaus 1/2011, 6, Avaimet käteen-analyysi 10/11).

TABLE 1. Market share of Design-Talo. (Figures from Design-Talo).

Design-Talo's Market Share	2008	2009	2010
in € (% / industry)	%	%	%
Detached houses	8,0	7,7	11,5
Project sales	10,8	0,0	0,0
Sold houses (% / industry)	%	%	%
Detached houses	3,6	3,6	5,2
Project sales	6,5	0,0	0,0

Project sales are houses that are sold to building firms and built on the property the firm has acquired. The building firms find the buyers to the houses. The year 2011 started well for Design-Talo and the market share of detached houses in January was 19% compared to the January 2010 when it was 10,1%. Project sales of January 2011 were 7,9%. (Design-Talo, 2011).

Because of the economic downturn and the financial crisis that started in autumn 2008, the house package business had a 50% decrease of sales during September 2008-February 2009. In the end of 2009, sales increased a little and the total number of house packages delivered during the year 2009 was 6100, which was about 24% less than in 2008. The year 2010 started well and it was forecasted that there would be an increase of 20-25% to the sales volume. The number of detached houses that have been built ready to move in has increased. (Omakotirakentaja 09/10, 1).

The number of people that have chosen turn-key service has tripled from 7% (of all the builders) to 21% in ten years and still increased to 23% in 2010 (Pienrakentamisen markkinakatsaus 1/2011, 5). People consider the turn-key project easy and less stressful than building the house from scratch. Therefore, the future seems profitable to the manufacturers of ready to move in houses.

TABLE 2. The amount of builders who have considered/chosen turn-key services. (Pienrakentamisen markkinakatsaus 1/2011, 5).

TURN-KEY SERVICES	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
	%	%	%	%	%	%	%	%	%	%	%	%
CONSIDERED	23	27	27	34	37	33	33	36	38	40	41	46
CHOSEN	7	9	10	11	12	13	13	14	17	19	21	23

3 THEORETICAL BASIS AND PRIOR KNOWLEDGE

This chapter will cover theory and information about house building industry. The author has combined the case company's situation to the theory.

3.1 Prior research of RTS Oy

The images that people who have built a house have about different companies, have been surveyed, and this research also has information about the marketing activities of the business. The survey used in this thesis was done in 2009 by Rakennustutkimus RTS Oy. One part of the research is about all the companies that offer house packages and the other part is about the turn-key companies. The research includes information of house sales, marketing, customers, the kinds of houses that are preferred etc. RTS Oy has done similar research annually, so the answers can be compared to previous years.

The author received the latest RTS Oy research a week before returning the thesis. Therefore, results and figures of year 2010 are covered superficially in this thesis.

The RTS has surveyed where people who have built a house, have received information. Customers were asked where they got the best "tips" about the chosen ready to move in house. The answers showed that Internet was the biggest source of information. When it is noted that "information from acquaintances/co-workers" and "information from someone who has built

before” were two different categories in the survey it can be said that “the word of mouth” is an even bigger information source than it seems with 48%.

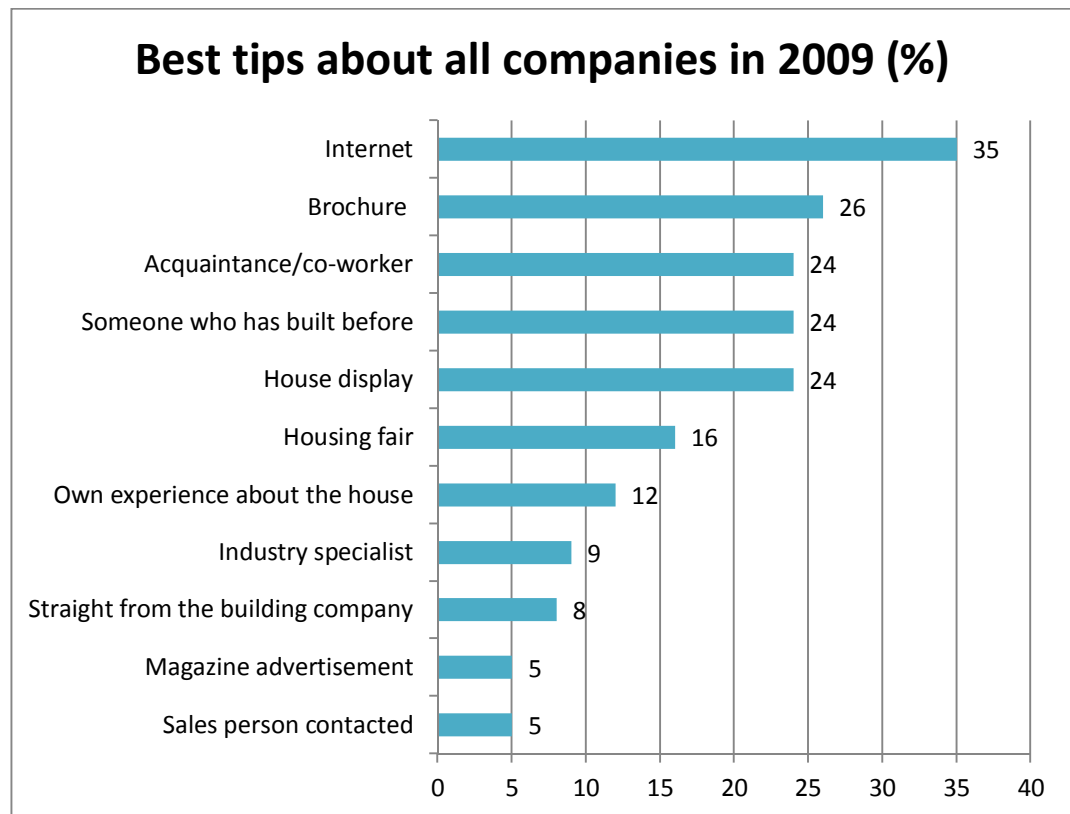


FIGURE 1. Best tips about all companies. (Omakotirakentaja 09/10, 97).

The survey contains figures for many companies. In Design-Talo’s case the biggest information sources were Internet and house displays. The house brochure and “word of mouth” were also important factors. That “House display” is in such an important role (37%), differentiates Design-Talo from competitors. “House display” percentages for the main competitors were: Kastelli-talot 30%, Muurametalot 32% and Älvsbytalot 27%.

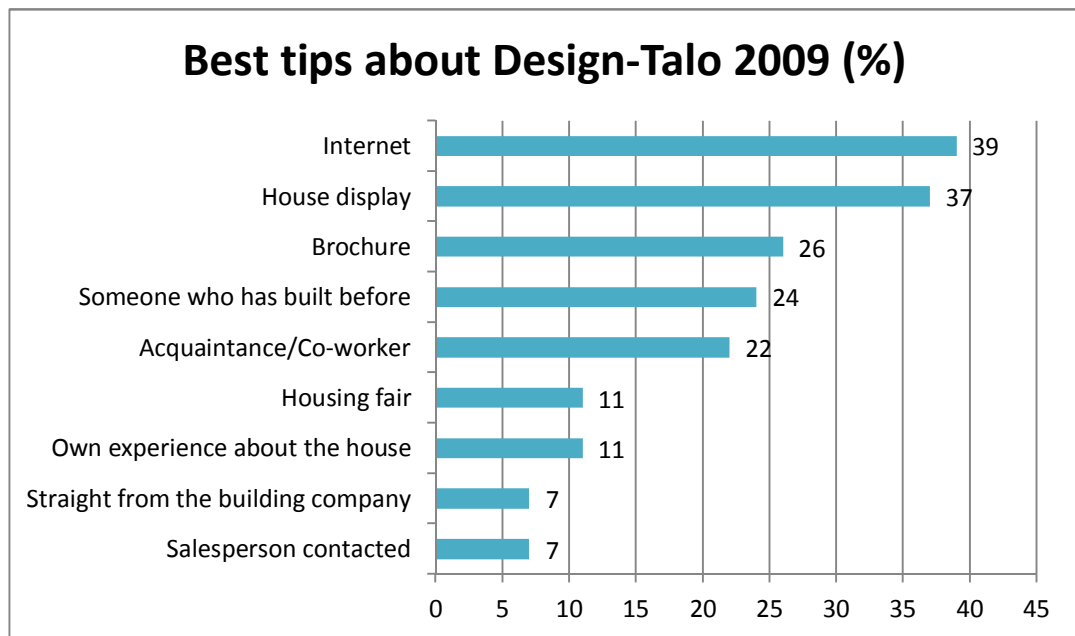


FIGURE 2. Best tips about Design-Talo. (Omakotirakentaja 09/10, 101).

Brochures, Website and satisfaction towards the companies

When asked about the brochures of all companies the ones with the best brochures were Kastelli-talot, Kannustalo and Jukkatalo. Design-Talo was on sixth place with Puutalo and Lappli-Talot. Availability of brochures was considered as well as the quality. The best Internet pages were by Kastelli-talot, Jukkatalo and Kannustalo, the same top three. Design-Talo was fifth this time.

Among the main competitors Kastelli-talot received best scores on brochure and website. Design-Talo was second and received better scores than Älvsbytalot and Muurametalot.

Research also measured how satisfied the customers were with the house factory, the seller of the house and the house delivery & construction, using a 5-point scale from very disappointed to very satisfied. Design-Talo received a score below the average in satisfaction with the seller and house factory. The score for satisfaction with delivery were just above the average. The amount of satisfaction towards the seller had decreased from the previous year (2008). The delivery process seems to have gotten better as the amount of

“very satisfied” had increased. Also satisfaction towards the house factory had been increasing.

Images survey of RTS Oy

Images are created by marketing and by the company’s earlier activities, but the individual sales person has an important role as well. The image of the company is activated e.g. when the person meets company representatives, sees their products, hears news of the company, sees advertisements or talks to a friend. Images contain attitudes, assumptions, knowledge and experiences. Even our experiences are often distorted by our images and our knowledge is changed by our attitudes. (Isohookana. 2007, 20).

It is important for the company’s management to monitor all the images they have created. These images have an impact on the value of the company and on the amount and profitability of sales. It can be said that the house sale will always be done based on the images that the buyer has. (Omakotirakentaja 09/10, 21)

In the RTS image survey different areas measured were reliability of manufacturer, range of house models, placement of facilities, price, appearance, quality, brochures, expertise of the sellers, vendor service and individualised services. RTS has been measuring images already for 25 years. There are ten different positive and ten negative features measured, opposites for each other, e.g. cheap-expensive. The results are calculated so that the percentage of negative replies are deducted from the percentage of positive replies. Image conspicuousness tells the percentage of the target group that can say something negative or positive about the firm. (Omakotirakentaja 09/10, 21).

The results show that Design-Talo was a well known company among people who were building. In seven of the measured areas Design-Talo was near but below the industry average figures. Design-Talo was above the industry average in the following areas: “placement of facilities”, “price” and “vendor

service”. The positive thing is that compared to year 2007 the images of 2009 were better in all measured areas.

Design-Talo’s image scores were better among the turn-key house builders; these scores are also more important as the turn-key house builders have more information about the turn-key companies. In 2009, Design-Talo received better image scores than the main competitors from “placement of facilities”, “vendor service” and individualised services”. Design-Talo’s total image score (283) was second best and very close to number one which was Kastelli-Talot (290). In 2010, Design-Talo’s image scores had again improved. The company received better image scores than their competitors from “placement of facilities”, “appearance”, “expertise of the seller” and “vendor service”. The total image score (290) is now best out of all the turn-key companies. Kastelli’s total image score (262) had decreased from 2009.

TABLE 3. The image scores of the turn-key companies. (Avaimet käteen-
analyysi 9/10, 8)

	ÄLVSBY TALO			DESIGN-TALO			MUURAMETALO			KASTELLI-TALOT		
	2007	2008	2009	2007	2008	2009	2007	2008	2009	2007	2008	2009
THE AMOUNT OF RESPONDENTS	275	258	246	199	151	151	75	98	91	175	183	205
	%	%	%	%	%	%	%	%	%	%	%	%
IMAGE CONSPICUOUSNESS -%	55	55	58	39	32	36	15	21	22	35	39	48
IMAGE QUALITY:												
RELIABILITY	25	19	10	37	39	36*	28	33	30	50	58	59
RANGE OF HOUSE MODELS	2	8	-7	34	34	38*	24	22	10	48	46	53
PLACEMENT OF FACILITIES	8	12	-1	32	30	41*	28	18	13	35	32	34
PRICE	74	76	70*	30	30	26	35	30	25	-18	-18	-4
APPEARANCE	7	7	-5	38	32	32*	28	9	5	41	38	38*
QUALITY	-27	-26	-35	23	26	26	27	16	12	30	30	36*
BROCHURES	12	17	12	32	21	35*	9	12	18	41	36	48
EXPERTISE OF THE SELLER	26	22	16*	22	21	24*	9	12	26*	12	16	15*
VENDOR SERVICE	15	17	12	20	15	22*	9	10	21*	9	12	9
INDIVIDUALISED SERVICES	-22	-20	-22	-8	-9	3	-8	-10	-7	10	9	2*
IMAGE IN TOTAL	120	132	50	260	239	283	189	152	153	250	259	290

3.2 Marketing mix

Marketing contains a wide variety of operations. As Boddy (2005, 261) states, marketing can be described as an organisation-wide approach to managing all of the relationships shared between an organisation and its stakeholder groups. One of the principal ideas of marketing is called “the marketing mix”. It consists of the four P’s; product, price, place and promotion.

Product

The product can be anything that is offered to customers and might satisfy a want or need. It can be for example an object, service, idea or a place.

Services are products that consist of activities, for example banking and a haircut. In Design-Talo’s case they offer a product and a service; a house and the process of building the house.

Product planners need to consider the three levels of a product, the core product, the actual product and the augmented product. The core product is the actual “benefit” that the customer buys. The actual product means the different characteristics like a quality level, features, styling, a brand name and packaging that the product has. The augmented product means the final product and the additional services and benefits it has. These can be the warranty, instructions and repair services.

Today most of the competition takes place at the augmentation level.

Successful firms add benefits to their products that delight the customers and give something extra to it. (Kotler, Wong, Saunders & Armstrong. 2005, 539-540).

Price

Price is the amount that the customer pays of the product or a service. Price is a very important part of the competition and the only element in the marketing mix to produce revenue. Other elements represent costs. The price of a product needs to be carefully considered because a price that is too low or too high can lead to lost profit. Pricing is the number one problem of marketers

and many companies make mistakes in pricing. Companies easily cut prices in order to gain sales rather than convince the customers to buy the product with a higher price.

The strategy for the product must be decided before setting the price. There are internal and external factors that also affect the pricing decisions. External factors are for example competition and demand as internal factors include costs and marketing objectives; before setting the price, the company must decide a strategy for the product. (Kotler et al. 2005, 664-666).

Place

Place includes activities that make the product or service available to target customers. Only few companies sell their products directly to the final user, most must work with other companies instead in a larger delivery network. In this part of the marketing mix the important things to consider are supply chains, marketing channels and value delivery network.

The supply chain of the company includes suppliers, intermediaries and even intermediaries' customers and it consists of upstream and downstream partners. Firms that supply the raw materials, components, parts, information, finances and expertise needed to create a product are the upstream part of the supply chain. The downstream is the marketing channel (or distribution channel). Wholesalers and retailers are marketing channel partners that create a vital connection between the company and their target customers. Therefore the success of a company depends not only on how well it performs but also on how well its supply chain and marketing channel perform compared to competitors' channels.

The value delivery network includes all the parts; the company, suppliers, distributors and ultimately customers. Marketers are becoming full network managers, not only concentrating on marketing channel activities but to both upstream and downstream activities.

Distributions of the products often involve long-term commitments to other firms. Management must plan and design its channels carefully and when this

is done successfully intermediaries reduce the amount of work that must be done by both producer and consumers. (Kotler et al. 2005, 857-859).

Promotion

The promotion mix includes advertising, personal selling, sales promotion, public relations and direct marketing tools. Advertising includes for example printed newspaper advertisements, radio and TV broadcasts; personal selling is done in fairs and trade shows; sales promotion can be premiums, discounts, coupons and competitions; public relations deals with building up a good corporate image and direct marketing means direct connections with the targeted individual consumers, this can be done e.g. through catalogues, telephone marketing and the Internet. (Kotler et al. 2005, 719)

For Design-Talo, important parts of promotion are personal selling and fairs. Personal selling is two-way communication whereas advertising is a one-way communication process. According to Lahtinen & Isoviita (1999, 254) the success of marketing is dependent on personal selling, even the best product does not help if a sales person can not sell it. Personal selling is an effective but expensive way to sell products. It is mainly used to sell to distribution channel members and in business-to-business markets. However, it is used in some consumer markets for consumer durable products, e.g. houses and cars. Personal selling is used more in countries with lower labour costs. It is important (because of the high costs) to use personal selling only at the end of the potential customer's buying process in consumer sales process. Other marketing efforts are used in a customer screening process to point out the possible customers, and then the sales people can turn these candidates into real customers. (Hollensen. 2007, 557-558).

A trade fair or exhibition is an event where the manufacturers can present their products and services to current and prospective customers, suppliers, other business associates and the press. At trade fairs it is possible for a company to reach interested prospects in a few days, which could take several months to contact otherwise. Potential buyers can compare the products, see the latest developments & trends and establish contacts to

supplying businesses. Some products, including houses, are harder to sell without the possibility for the customer to examine or see the products. As well as being a personal selling tool, fairs are an excellent environment for information exchange and relationship building for the companies. At fairs it is also easy to make market research and to collect information about competitors. (Hollensen. 2007, 560-562).

3.3 Marketing online

A good webpage should be easy to navigate, informative, visually attractive and also updated often so that the site remains current and fresh. It should also get the customers to come to the site. If a webpage does not meet the expectations of its visitors, two-thirds of the visitors do not come back. According to Kotler (2005, 147) effective websites contain deep and useful information, interactive tools that help buyers find and evaluate products of interest, links to other related sites, changing promotional offers and entertaining features that lend relevant excitement. A company needs to evaluate its webpage from time to time, if it is still attractive and useful. A good way to do this is to consult the opinion of a site design experts and an even better way is to have the users evaluate the site. (Kotler et al. 2005, 146-148).

The RTS Survey shows that the Internet is an important information source for potential customers that are planning to build a house. Attracting visitors to the website should therefore be easy. The research also showed that Design-Talo's webpage was considered the fifth best out of all the companies. The result is good, but it could be better.

According to Kotler (2005, 147) e-marketers should pay close attention to the seven C's of effective website design:

- Context: site layout and design
- Content: text, pictures, sound and video that the website contains
- Community: the ways in which the site enables user-to-user communication
- Customisation: the site's ability to tailor itself to different users or to allow users personalise the site

- Communication: the ways in which the site enables site-to-user, user-to-site, or two way communication
- Connection: the degree to which the site is linked to other sites
- Commerce: the site's capabilities to enable commercial transactions

(Kotler et al. 2005, 147).

In addition to the website, the Internet gives companies other possibilities for marketing as well. There are for example online pop-up ads, content sponsorships and viral marketing. Online ads pop up when the user is surfing online. Those ads include banners and tickers (banners that move across the screen). A company can also get exposure by sponsoring special content on the website. The sponsor pays for showing the content (for example news or financial information) and in turn receives recognition as the provider of the particular service on the website. Viral marketing means creating an e-mail message or another marketing event that is so infectious that customers pass it to their friends. It is the online version of word-of-mouth marketing. (Kotler et al. 2005, 149).

When using the above mentioned ways to market your business, it is important to consider what kind of marketing is really effective. Flashing banners might annoy some of the potential customers and have opposite results to the intended.

4 RESEARCH FRAMEWORK

4.1 Research methods

The research approach used in this thesis is a case study (see chapter 4.2), and the method of the thesis is qualitative, because the purpose was to explain customer behaviour and get more detailed information. This method is used for example to evaluate advertising. Qualitative surveying is used when you want to know why the consumers choose a certain product or why they react to advertising in a certain way (Lahtinen & Isoviita 1998, 114).

Qualitative research was chosen also, because there was already quantitative information available about the marketing of turn-key companies. The key idea was to get in-depth information from the customers.

The information was assembled by using an emailed survey questionnaire that the customers of Design-Talo answered electronically. It was possible to ask the customers what kind of marketing they preferred, how they compared it to the marketing of Design-Talo's competitors and what kind of things had an effect on their purchase decisions.

Qualitative surveying can be made for example with different kinds of interviews and group discussions. In this thesis, the personal interview might have been a good option, but because the customers of Design-Talo live all around Finland, the easiest, fastest and cheapest way was to do the survey electronically. This way the customers could fill in the questionnaire when suitable to them, and there was no pressure as there could be e.g. during an interview by phone. The biggest risk of mailed/emailed questionnaires is the low percentage of returned answers. Another problem is the fact that the interviewer can not explain the questions or ask for more detailed answers.

4.2 Case study research

The case study method is used when the researched subject is detailed, intensive information of a single case or a small group of linked cases. The studied case is normally something that already exists and is not artificially

generated for the purposes of the research. The aim of a case study is to describe a phenomenon; provide in-depth information of events, relationships, experiences or processes occurring. According to Denscombe (2007, 38) the use of a case study approach has been aligned with qualitative research far more than it has with quantitative research. (Hirsjärvi, Remes & Sajavaara. 2001, 123; Denscombe. 2007, 35, 38)

One strength of the case study method is that it allows and even encourages the researcher to use a variety of sources. Research material can be collected by using for example observation, interviews and by studying documents. On a particular point of interest, questionnaires can also be used. (Denscombe. 2007, 37)

4.3 Implementation of the survey

The author first studied the prior research of RTS Oy and then assembled the qualitative survey questionnaire in order to get more in-depth information. In the end, the questionnaire had 12 questions plus a few background questions about the respondent's personal information. The questions were written in Finnish and in a way that the respondents would give answers with more than one word or at least answers with more information in them. For example instead of asking if the website looked good, it was asked what the respondent thought of the appearance of the site. The questions covered areas such as how the customer had first heard about Design-Talo, what kind of marketing they had seen and preferred, opinions about Design-Talo's webpage and brochure, how word-of-mouth had influenced their purchase decisions and what kind of feedback they would give to their acquaintances after their own building process. The thesis includes the attached questionnaire in Finnish and a translated version in English.

The survey was assigned to customers that had purchased a Design house during the last two years. The questionnaire was sent to 40 e-mail addresses that the author received from Design-Talo. Two addresses were not valid anymore so 38 customers received the questionnaire. First only three answers were received and the author had to send another email to the respondents in

order to get more answers. In the end the total amount of received answers was 15, which was enough for a simple classification. Those 15 respondents were from different parts of Finland, and represented both sexes quite evenly.

According to Tuomi and Sarajärvi (2009, 85) it is important in qualitative research that the respondents giving the information, know about the phenomenon being researched as much as possible or that they have some experience about it. The surveyed customers of Design-Talo had the ability to give information about the marketing efforts, about the sales people and about the whole house building process. They knew how the process proceeded and the related strengths and weaknesses.

It would have been interesting to make another questionnaire for those considering buying a Design house but in the end chose a competitor's house. More criticism could have been gathered from those answers and information of where the competitors did better and why Design-Talo was unable to get these people as their customers. However these "lost customers" would have been harder to reach, as Design-Talo has no listing of them.

4.4 Qualitative research and the differences between empirical and theoretical study

According to Töttö (2000, 116), qualitative research is everything that is left, after all the numerical data and statistics have been taken out. The choice between qualitative and quantitative research depends on the subject that is being researched. In qualitative research the collecting of research material, managing and analysing the material, are blended together. Analysis can indicate that more research material is needed, so the material can increase or decrease during the process. (Uusitalo 1991, 79-80).

As mentioned before, qualitative method was chosen for this research because the author wanted to get more detailed information and deepen the knowledge available in the RTS Oy's material.

The amount of needed research material is larger in quantitative research than in qualitative research. One way to measure the sufficiency of qualitative

research material is to use a method called “saturation”. Saturation means a situation where the material starts to repeat itself; the interviewees aren’t producing any new information concerning the research problem. The idea is that a certain amount of research material is enough to bring out the theoretical information. (Tuomi & Sarajärvi 2009, 87).

In this study it was more difficult to forecast the amount of research material in advance; it was assumed that enough answers could be gathered from 40 e-mail addresses.

Qualitative research is often measured on a theoretical – empirical scale. As Tuomi & Sarajärvi (2009, 29) note:

The sorting should not be understood so that empirical research is lacking theory and in theoretical research the theory is highlighted. Interpretation is misleading because on a basic level all research should include mental analysis by human sense, therefore being theoretical. Qualitative or quantitative research cannot be without theory if it has a research status.

Uusitalo (1991, 37) explains the same by saying that in research the focus can be either in theory or in empiricism, but theoretical and empirical research are not excluding each other. The methods of collecting and analysing the data are emphasized in empirical study. The methods are also explained so that the reader can evaluate the research and it is part of the reliability of the results. In theoretical research the sources are emphasized, i.e. who said what and when is important, whereas in empirical study the researcher must make sure that individuals are not recognised from the text. From the research type qualitative research is empirical. (Tuomi&Sarajärvi. 2009, 21-22).

4.5 Analysing qualitative data

Analysing qualitative data is not easy because there are no fixed rules of how to do it. The research material includes all the face expressions and pauses from interviews. In this case there weren’t face-to-face interviews but for example questions that were not answered needed to be analysed as well.

There are some methods that can be used during the analysing process, e.g. coding.

Coding means organizing the research data according to some special feature. Codes are tags or labels and can take the form of names, initials or numbers. Strauss & Corbin (1990, 57) state that coding represents the operations by which data are broken down, conceptualized, and put back together in new ways. Coding can be done in many different ways as long as the code is concise and is used systematically to link bits of the data to an idea that relates to the analysis. During the analysing process it is common to have large number of codes, categories and themes. It is then important to identify where there is sufficient congruence between them to allow some to be emerged and others to form a broader category. (Denscombe. 2007, 292-293).

In this research the material was coded according to different themes, e.g. website, brochure, word-of-mouth marketing, sales people. The positive and negative comments were taken into account and considered as important information. It shows the areas where Design-Talo had succeeded and areas where there are still room for improvement. Neutral comments were paid less attention.

5 RESULTS

5.1 Background information of respondents

The background information of respondents was quantitative data. The total amount of respondents were 15, the gender distribution of respondents was eight female (53%) and seven (47%) male. The following figures represent that numerical information of the interviewees.

9/15 of the respondents were aged 30-39 years, there were 4 respondents that were under 30 years and two respondents that were 40-49 years. Seven of the respondents were hourly employees, four were salaried employees, three were in a manager position and one was an entrepreneur.

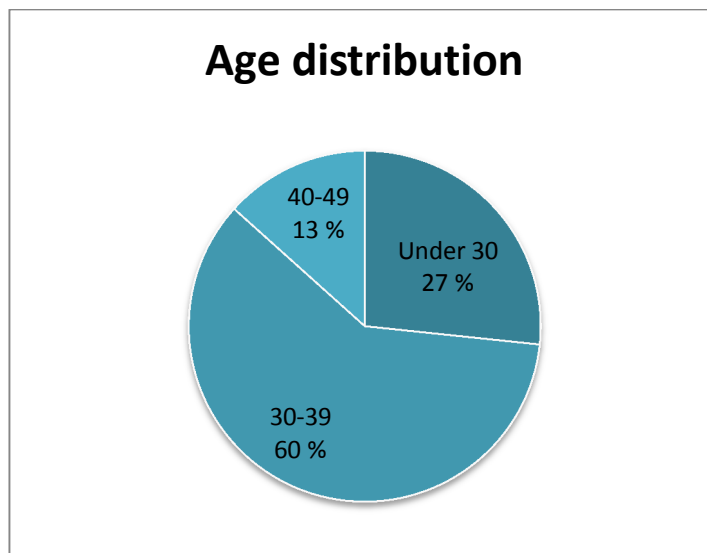


FIGURE 3. Age distribution of respondents.

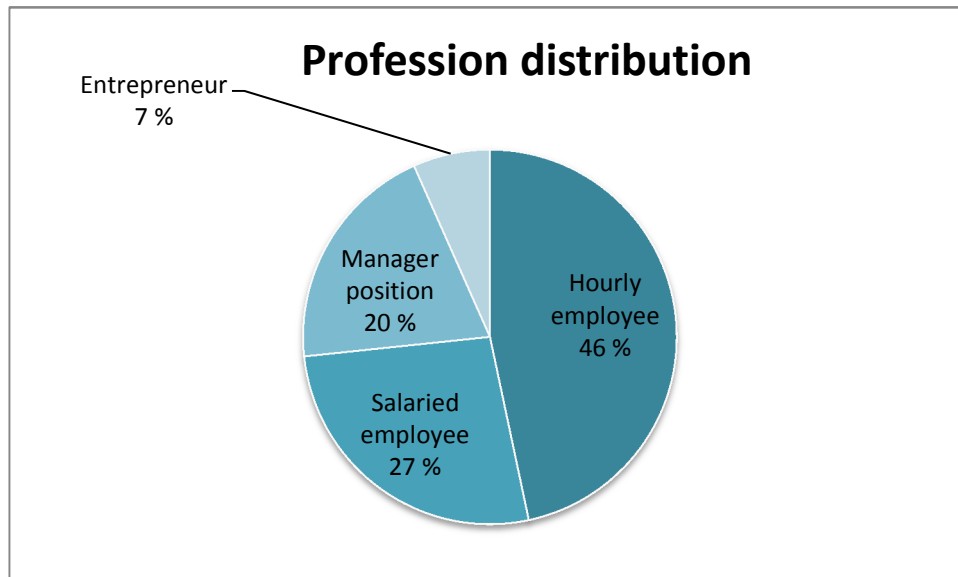


FIGURE 4. Profession distribution of the respondents.

The respondents were asked how many persons lived in their Design house, the results were from 2 residents to 5 residents. The most common number was 4 residents with 40% (6/15).

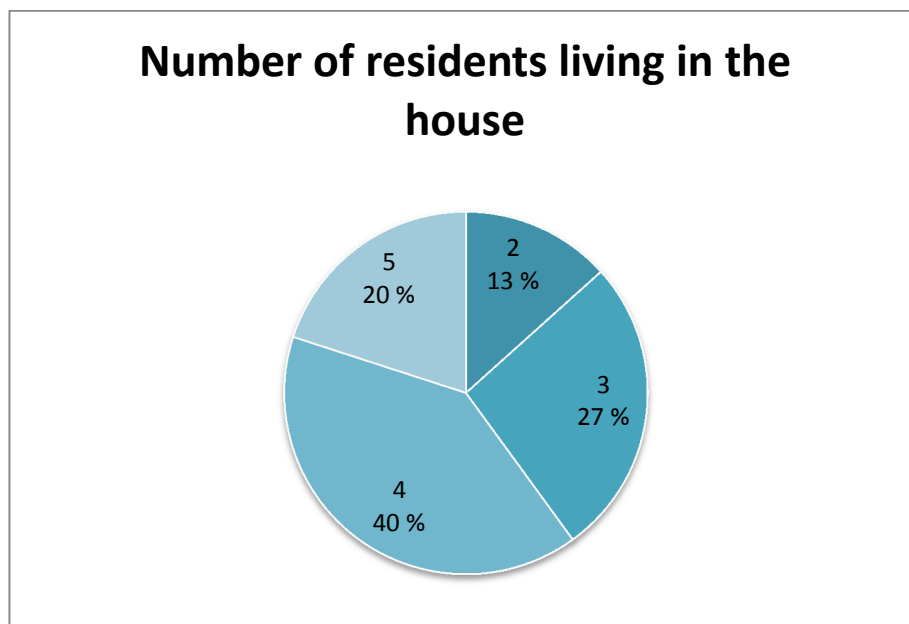


FIGURE 5. Number of residents living in the house.

5.2 Customer's first contact to Design-Talo

There were three ways how the customers had first heard about Design-Talo; on the Internet, from friends or at housing fairs & house displays. The majority of the interviewees had first found information about Design-Talo in the Internet, many had used search engines. The word-of-mouth and house displays/housing fairs were equally the second biggest information sources.

Satisfied customers are very good way to receive more customers. As the research of RTS Oy showed, house displays and housing fairs are a good way to get conspicuousness for the company. The "product" speaks for itself and if someone is interested but hesitating, the sales people can give a little push to the wanted direction.

After the first contact to Design-Talo was made, further information was received from the sales person and from the Internet, also from online discussion forums. After a possible customer has seen a house and liked it, it is very common to next contact the sales person and browse the company's webpage. From friends and online forums people search for more "neutral" information than from the sales person, for example own experiences and tips concerning the whole building process.

5.3 Conspicuousness of competitors and marketing efforts

The customers of Design-Talo were asked to mention other manufacturers of ready to move in houses. Customers mentioned 17 different companies and the most mentioned company was Kastelli-Talot with 11/15 mentioning the company. Älvsbytalot was second and mentioned nine times.

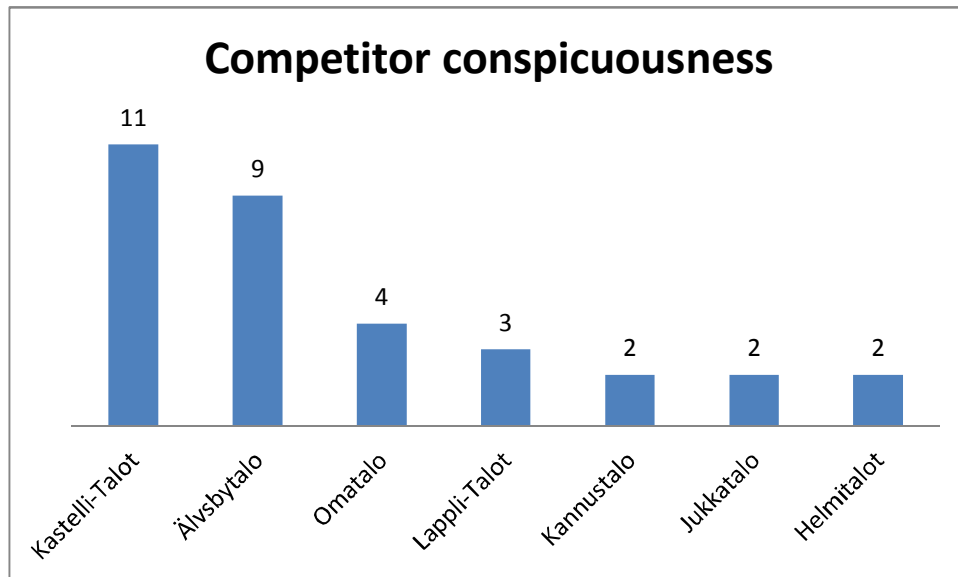


FIGURE 6. The most mentioned turn-key companies.

The respondents were asked where they had seen Design-Talo's marketing and also to name the magazines, fairs etc. It was also asked if they had seen the marketing of other house manufacturers and where.

All of the respondents had seen Design-Talo's marketing somewhere. One of the respondents said that only after the purchase of the house the interviewee remembered seeing marketing. The same respondent didn't mention any specific marketing though. Customers mentioned different things.

Magazines/newspapers were mentioned 15 times (which means that the same respondent could mention more than one magazine, some hadn't seen magazine advertising). Fairs were mentioned ten times. Internet twice, one mention of house displays and one mention for road-side advertising.

The marketing of competitors was seen also mostly in magazines/newspapers. Design-Talo's customers had seen the marketing of Kastelli (mentioned eight times), Älvsbytalot (6), Lappli (2), Jukkatalo (2), Muurametalot (2) and Vaajatalot (1).

The customers were also asked which of the house manufacturers marketing they preferred and why. The results showed that the respondents preferred the marketing of Design-Talo (mentioned five times) because the marketing

was considered to be modern and well-structured. The sales people also received positive feedback. Other preferred marketing was by Kastelli (mentioned twice), Mammutihirsi (1), Jukka-Talo (1), Älvsbytalö (1), Muurametalot (1) and Kannustalo (1). The positive things about the marketing of competitors were:

- Kastelli's marketing was considered as modern and their advertisements well-structured and impressive.
- Älvsbytalö received positive feedback of their sales person.
- Mammutihirsi was preferred because they present the traditional Finnish building from timber.
- Kannustalo was considered as successful in branding and creating images.
- Jukka-Talo's house model range was considered to be broad and versatile
- The advertisements and pictures of Muurametalot was considered as "warm spirited".

One interviewee mentioned that house displays are a nice way to market houses and a good way to get information. One-third of the respondents had not mentioned any specific company. Therefore, it seems that there is a lot of similarity in the marketing of the house manufacturers. No company stands out, especially when considering the printed advertisements. The results above support this theory. Respondents mentioned many companies as their favourites and there were no specific favourites, except for Design-Talo which was the manufacturer of their own house. Another reason can be the fact that it is hard to remember the marketing after the customer's own building process is finished.

5.4 The websites

The website of Design-Talo

The respondents were satisfied with Design-Talo's website and all of them considered the site to be easy to use. The customers were quite satisfied with

the appearance of the site but the answers such as “ok”, “looks quite good” and “simple” gave the impression that the appearance could be better as well. One customer stated that the website looked “now better than before”. Many thought the website looked “well-structured”.

Most of the customers had found the information needed from the website, and some said that the basic information was on the site and the rest could be given by the sales person.

When asked about the things that were missing on the page and other suggestions for improvement, there were clearly two things that the interviewees wanted: more pictures and more information about the transformability of the house models. The location of the picture gallery under the title “Current issues” was considered strange, as a result, not easily found. One of the respondents hoped for more pictures:

More pictures for the “dreams that have come true” –part, sorted in accordance of the house models. Now you cannot get as much out of the section as it could be possible to get. Pictures from inside of the houses could be added to the part where the house models are presented.

As mentioned before, an effective website should include interactive tools that help buyers find and evaluate products of interest. This was also wished by one customer:

“It would be good to be able to turn the floor plan of the house and to try different kinds of facility placements. Also it would have helped us in our choices if we could have changed and tried different facade colours online.

Design-Talo’s website is missing the community and the communication part of the seven C’s of effective website. The site could have for example a discussion forum, where the building experiences could be exchanged. Connection, which means links from other pages to Design-Talo’s website would also be a good idea, and of course more pictures, which was also wished by the customers.

Competitors' websites

The author compared Design-Talo's website to a few of their competitors' (Kastelli, Älvsbytalö and Muurametalot) websites. The suggestions from the qualitative research were considered when making the comparison.

Customers of Design-Talo hoped there would be interactive tools on the company's website. As well as on Design-Talo's page, the interactive section was missing also on Älvsbytalö's and Muurametalö's website. (Älvsbytalö's and Muurametalö's website, Referred to on March 22, 2011)

Kastelli had two interactive tools on their website. These included a 3D application called "the turntool" where customer can virtually explore Kastelli's "AIKA" house models. The other interactive tool was a program that made it possible for a customer to try different facade colours, for free for Kastelli house models and with a little extra cost to the customer's own house. The program was done in co-operation with the paint manufacturer Tikkurila and could be downloaded to a user's computer. Design-Talo also uses paints by Tikkurila, so maybe it could be possible to design the same kind of program for their website. The author tried the 3D turntool but found out that it was only possible to see the houses from the outside. The program was well designed and it was possible to walk in the virtual world but the interesting part, to go inside of the houses, was missing. (Kastelli's website, Referred to on March 22, 2011).

Customers of Design-Talo also wanted more information about the transformability options. The author found one video about the subject on Design-Talo's webpage. Competitors did not have more information either. Kastelli had explained the transformability options with few examples in written form, and Älvsbytalö had presented the possibilities with pictures of the floor plans.

5.5 The house brochures

The house brochure of Design-Talo

One of the respondents had searched information from the Internet and hadn't browsed the house brochure. Therefore there were 14 answers concerning the brochure questions.

All of the 14 respondents thought that the needed information was in the house brochure. One customer wanted more information about the transformability of the house models: "Most of the information could be found from the brochure, but the transformability wasn't presented very clearly". It was noted by another customer that the price information was missing from the brochure but could be asked from the sales person. The image that the brochure gave of the houses was considered to be as realistic as it could be.

All of the interviewees seemed to be satisfied with the appearance of the house brochure. The appearance was described with various positive words including; "good", "stylish", "tempting", "realistic", "matter-of-fact". One respondent thought that the brochure looked better than the first one they had seen in 2007.

Customers seemed all in all satisfied with the house brochure. 4/14 had some ideas for improvement. More pictures were wanted for the website and also for the brochure:

"When thinking about the sales there could be more interior decoration pictures, in other words; how the ready house looks from different places. I wanted to see these pictures when we were choosing the house and the interior for it."

Another respondent also wanted pictures: "The house brochure could contain pictures of ready houses and of the placement of facilities". Other suggestions were to have more information of the transformability of the house models and for the sales person to encourage customers more to use the house brochure actively.

Competitors' brochures

The author compared Design-Talo's house brochure to the competitor's (Kastelli, Älvsbytalö and Muurametalot) brochures. There were not many differences. The house models were presented quite the same way in every one; real or animated picture of the house from the outside, floor plans and few rows of text.

The amount of inside pictures were also quite the same in every brochure, brochures contained mostly small inside pictures and pictures of certain decoration ideas but the amount of bigger pictures showing entire rooms were fewer. The transformability of the models was presented superficially in the brochures.

5.6 Sales people

According to the results of this research, the sales person can have an effect on a positive purchase decision and vice versa on a negative purchase decision. From the answers of the respondents it could be gathered that sales people were considered to be one big factor when evaluating the company and it also seemed to be strength of Design-Talo.

Design-Talo's sales people received lots of positive feedback and acknowledgement, the sales representatives had also contributed to positive purchase decisions. Customers mentioned factors that made Design-Talo's sales people successful; flexible, good information source, coming to the customer's home to make calculations and designs, a nice personality, taking the customer seriously from the start, realistic, gives customers time to consider and is not too aggressive. One respondent mentioned the fact that the whole project could be done through one person as a good thing also.

12/15 respondents mentioned sales people in their answers and it was mostly positive. There were only a couple of negative things said about the sales people. One customer said that the sales person hadn't mentioned about additional expenses even though they asked about it. Another customer said

that the sales person will promise whatever the customer wants, but in reality the customer needs to be strict to have those promises fulfilled. Customer service is one aspect that can win customers from competitors, as shown in the answer of one respondent:

“The sales person knew what he was doing and was flexible; came to visit us in our home and we didn’t have to go to his office with our kids, unlike we should have done with a competitor firm. The sales person from the other firm came in the end, but grinding his teeth.”

5.7 Matters affecting the purchase decision

The respondents were asked to mention three to five things that had an effect on a positive purchase decision and three things that made the customer hesitate the purchase decision. Customers mentioned 50 positive things and 18 negative things. It seemed to be an easy task to mention things affecting to a positive purchase decision, as all of the respondents had mentioned at least three things.

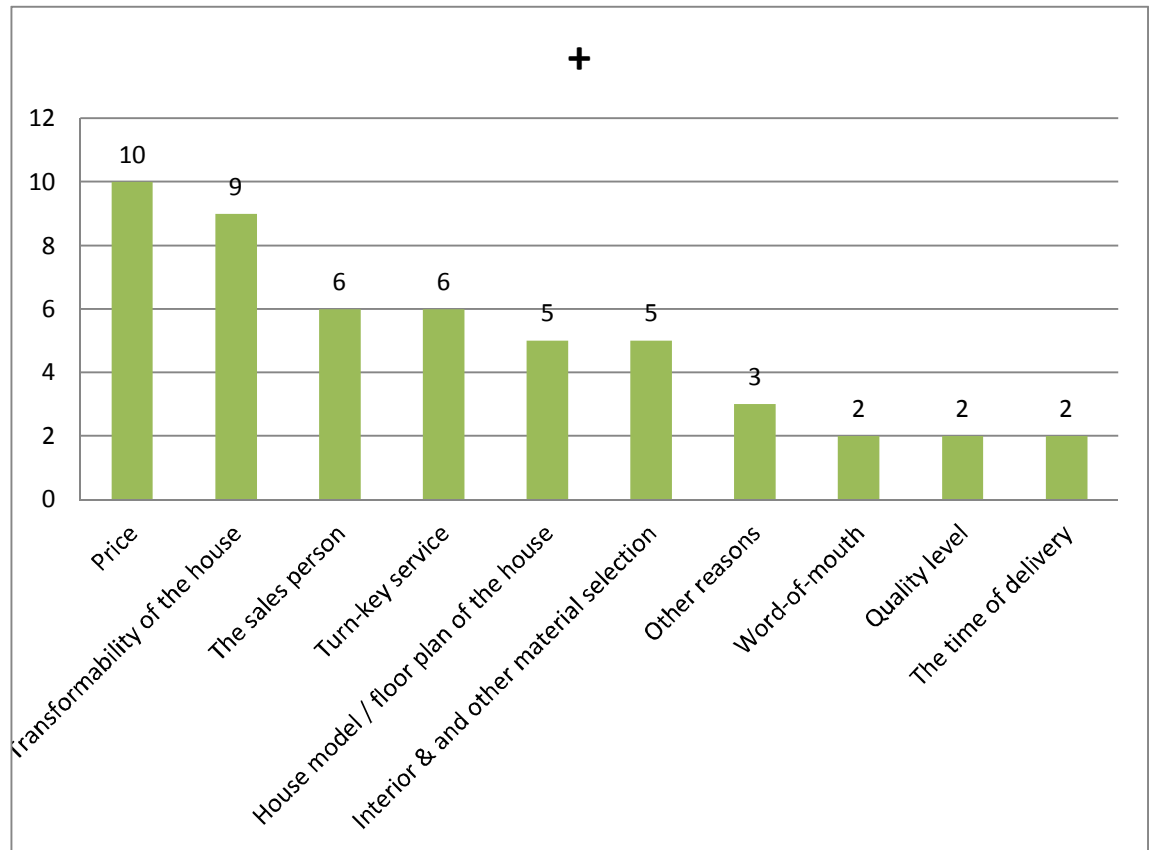


FIGURE 7. Things affecting to a positive purchase decision.

Other reasons included furnishing level, overall image of the company and the fact that the whole project could be arranged through one person.

There were not so many things that made the customer hesitate the purchase decision. Four of 15 respondents had not hesitated and 7/15 mentioned only one thing and out of those 7 one respondent said that they did not really hesitate but of course considered the price carefully.

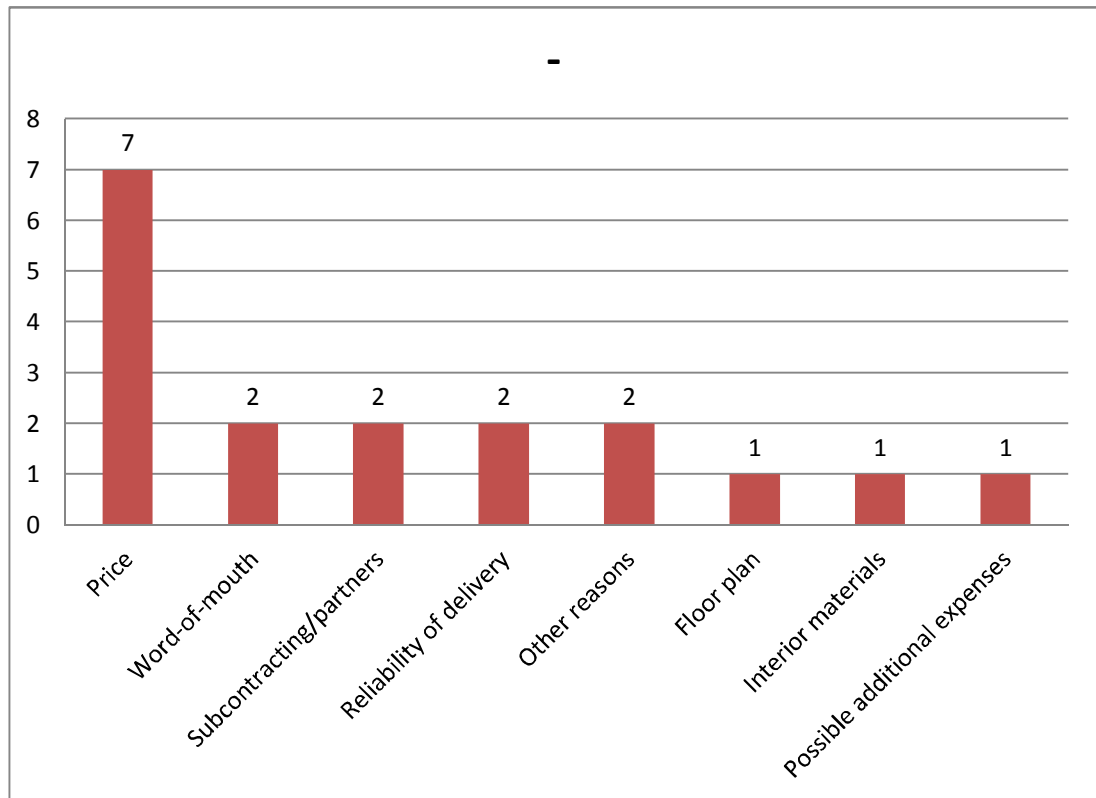


FIGURE 8. Things that made the customer hesitate the purchase decision. Other reasons included the lack of provision for cellar and responsibility issues.

5.8 Price of the building process

According to RTS Oy (Avaimet käteen-analyysi 2009, 33) in 2009 Design-Talo's average price for the house delivery was higher than the main competitors' prices. However as mentioned in marketing mix; companies make mistakes in pricing and often do not convince the customers to buy the product with a higher price.

Price was one of the interesting elements of the research made to the customers as well. Price was considered to be a positive and a negative thing about Design-Talo, mostly positive. As mentioned in section 5.7, when customers were asked to mention positive things that affected the purchase decision many mentioned price. Price was also often mentioned in negative things that made customer hesitate the purchase decision. In many cases the same person had mentioned price in both of the two categories. It seems that

the customers consider the price to be perhaps expensive but reasonable; customers think that they receive value for their money, so Design-Talo is cost-effective. One interviewee noted that it was good that the price was kept, as the price mentioned before the project was the actual price in the end of the building process. The same person was scared about hidden expenses during the process. The fact that the price is mentioned already in the purchase contract is definitely a good competitive weapon.

5.9 Word-of-mouth marketing

The interviewees were asked how the opinion of others had influenced their purchase decision and also what kind of feedback they would give, based on their own experience, to their acquaintances who are planning to purchase a Design house.

Information from acquaintances before the purchase

Three of the respondents had not been affected by word-of-mouth or had not heard any comments from acquaintances. Seven respondents' word-of-mouth had an effect on a positive purchase decision, and for three word-of-mouth had made the respondent more hesitant.

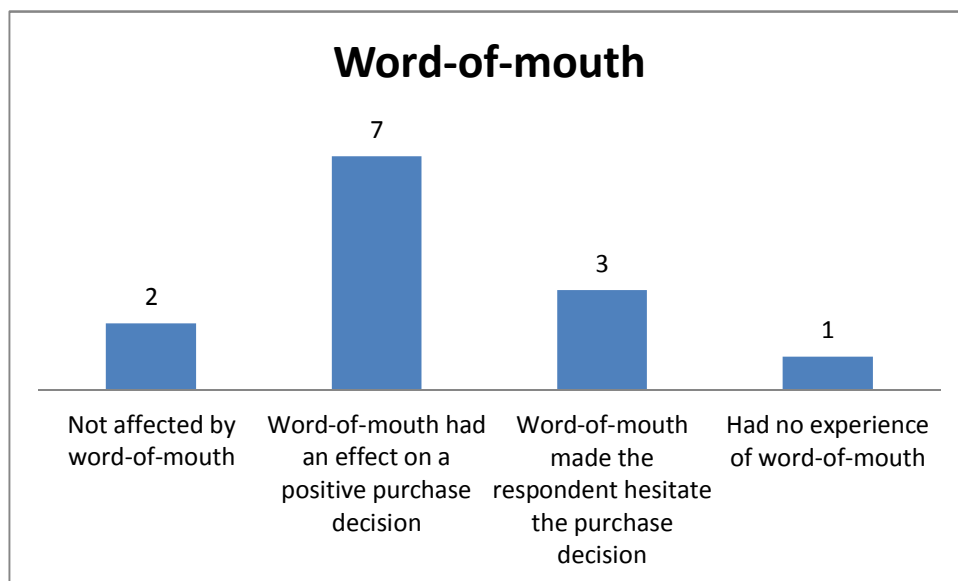


FIGURE 9. The effect of word-of-mouth.

There were also two respondents that had experience of word-of-mouth but the answers could not be categorised. For example one respondent said that the general view of the company was positive but many had negative building experiences.

Feedback to friends and acquaintances after building own Design home

The respondents were asked what they would say to people who were thinking of building a Design house. Two-thirds of the respondents would recommend building. The rest of the answers were more neutral, not saying that they would not recommend building, but would mostly give tips based on their own experiences or telling what went wrong. Customers were mostly satisfied and told facts about their own experiences, so there were in fact fifteen different stories; every building process is a little different.

Some customers were extremely satisfied of their decision of building a Design house: "I would definitely recommend! We have been extremely satisfied!" Another one said:

I would definitely recommend; easy, reliable, good quality! One of our acquaintances is now building the same house as ours. And one more thing; at my workplace everyone was amazed at how calm and cheerful we were, even though we were building. I told them we are building a ready to move in house, so it is easy building and we are still satisfied!

There were also a few more neutral comments, or customers that were not satisfied with everything. Many were satisfied but still would give some advice to someone who was planning building:

I would recommend and advice to observe the building process if the builder group is new, there are also students in the building projects.

6 DISCUSSION

6.1 Conclusions

The future looks bright for the turn-key companies: as the research by RTS Oy shows, the number of people choosing a ready to move in house has considerably increased in ten years. If a person wants to build a house, the turn-key process is considered to be an easier and less stressful way of accomplishing it. The customers can concentrate on their own work and also have spare time, without the need to work at the construction site. It is also a good way for people with no experience or not a lot of knowledge about building.

The first research question was to study whether the marketing has affected the customers of Design-Talo. The qualitative research showed that marketing has positively affected purchase decisions. Especially fairs and house exhibitions are a very effective way of marketing houses. Experiencing and seeing the final “product” is important. In Design-Talo’s case, personal selling was one successful part of marketing. The sales people were considered to be a factor that can have an influence on a positive or negative purchase decision. Design-Talo’s sales people received positive feedback. Internet is also used when considering which house manufacturer to choose, as well as talking to other people who have experience about building. Therefore, it is important that the customers of the company are satisfied and spread the positive feedback around. Satisfied customers are an important marketing channel, and they can make a possible customer become a real customer.

The second research question was to learn how Design-Talo’s marketing was different from the competitors’. According to the results, there were not many differences in the printed marketing of the companies. The respondents preferred the marketing of Design-Talo (the manufacturer of their own house), but there was not a clear second favourite. Therefore, it seems that the marketing is similar in every company. Choosing a favourite has a lot to do with opinion and taste. The websites had some minor differences and Design-Talo was missing the interactive tools that for example Kastelli had. Design-

Talo's sales people received positive feedback from the respondents and also according to RTS Oy's research, Design-Talo received (year 2010) better scores than competitors in "expertise of the seller" and "vendor service".

The third research question was to find out the strengths in Design-Talo's marketing. As mentioned above and in chapter 5.6, the sales people were considered to be a strength of the company and Design-Talo had won some customers from competitors because of that. The fact that the company offers turn-key houses and house models that can be transformed according to the customer's wants are strengths as well. These things were mentioned as factors that had affected to a positive purchase decision.

The fourth research question was to find improvement ideas for Design-Talo's marketing. The respondents had ideas for the brochure and website; which are presented in the following section (6.2).

6.2 Suggestions

Design-Talo has received positive visibility at housing fairs and exhibitions. These were considered to be effective marketing ways so it is important to keep visiting fairs in the future as well and to keep arranging house exhibitions. Housing fairs are also a good place to make research. Design-Talo could for example survey the opinions of the visitors and have some price given to one or some of the respondents.

People who consider building a house, talk with people who have own experience about building, so it would be good to make sure that the customers of Design-Talo are and remain satisfied with every aspect of the process. Disappointed and angry customers spread those experiences more effectively than those who are happy and satisfied.

Customers wanted more pictures on the website and in the brochure especially from inside of the houses and more information about the transformability options. Interactive tools were also wanted on the website. Design-Talo uses paints by Tikkurila and could have the same interactive tool created by Tikkurila (for trying facade colours to houses) as Kastelli had on

their site. Design-Talo's website does not contain the community, the communication and the connection part of the seven C's of effective website. To make an improvement, the site could contain a discussion forum and links from other pages to Design-Talo's website.

Many potential customers read online forums and the author also visited some of them. There were positive comments about Design-Talo but also negative ones. One person was wondering why Design-Talo's houses are considered as energy efficient (year 2009) and another one stated that because of a low price of a Design house the quality must be low as well (2010). One disappointed and angry customer can spread her/his views on many online forums. Therefore, if you visit only a few forums, one person can effectively contribute to a negative image of the company. The author suggests that firstly it is important to try everything to make an angry customer more satisfied. If there is a need for repairs for the customer's new home, those should be done quickly. Secondly, if possible for the company, it would be useful to read the online forums or create your own on the website. There the company could answer the questions of possible customers. The screening of online forums would not take a lot of effort but might have positive results for the company. If Design-Talo had their own forum on the site, they could monitor the discussion to some extent. The main competitors did not have forums on their site either, so it would be a special thing to have. From the online forums, Design-Talo could also receive information about why some customers chose another company instead of Design-Talo.

6.3 Final words and ideas for further study

In this research, compared to the RTS Oy's research, qualitative and more in-depth information was received from the customers of Design-Talo. However, as mentioned earlier, it would have been interesting to study the opinions of those who did not choose Design-Talo as their house manufacturer. The people who considered Design-Talo, but in the end chose another manufacturer could give more information about the competitors' strengths.

People pay attention to the marketing of the companies when they are planning to build. It is possible that many of the respondents of the qualitative research did not remember the marketing of other companies that well anymore, after their own building process had finished. Therefore, asking questions about the marketing of several house manufacturers should be done to people who are planning to build, for example at the fairs. However, the customers of Design-Talo were able to give detailed information about the manufacturer of their own house.

All in all, it seems that Design-Talo has succeeded in many ways. The company has been able to increase their market share and the image of the company has improved. Of course there is always some fine tuning that can be done, for example with the website and house brochure. The competition is tough amongst the turn-key companies but it seems that Design-Talo will be successful in the future as well.

The author would like to express her sincerest thanks to everyone who has helped or been involved somehow during this thesis project.

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APPENDICES

Appendix 1: The original survey questionnaire in Finnish

Sukupuoli	1. Nainen	2. Mies
Ikäryhmä	1. Alle 30	4. 50–59
	2. 30–39	5. 60 tai yli
	3. 40–49	
Ammatti	1. Työväestö	4. Johtavassa
	2. Toimihenkilö	asemassa
	3. Yrittäjä	5. Eläkeläinen
Rakennusvuosi ja kunta		

 Talomalli

Talossa asuvien määrä	1. 1	4. 4
	2. 2	5. 5
	3. 3	6. 6 tai enemmän

1. Mitä kautta tutustuit Design-Taloon ensimmäisen kerran?

2. Mistä sait sen jälkeen tarkentavaa tietoa?

3. Minkälaista markkinointia olet Design-Talolta nähnyt? (Mainitse lehtien, messujen ym. nimet)
4. Mikä on mielipiteesi Design-Talon nettisivuista?
 - a) Ovatko sivut mielestäsi helppokäyttöiset?
 - b) Löysitkö tarvittavat tiedot vai jäikö jotain puuttumaan?
 - c) Mitä mieltä olet sivujen ulkoasusta?
 - d) Mitä parannettavaa Design-Talon sivuissa olisi?
5. Entäpä Talokirja...
 - a) löysitkö tarvittavat tiedot?
 - b) Vastasiko kirjan antama kuva talomalleista todellisuutta?
 - c) Miltä kirja näytti ulkoisesti?
 - d) Parannusehdotuksia?
6. Mitkä muut muuttovalmiiden talojen tarjoajat ovat sinulle tuttuja?
7. Missä olet nähnyt kilpailijoiden markkinointia ja kenen?
Kilpailija: _____ Missä nähnyt: _____
Kilpailija: _____ Missä nähnyt: _____
Kilpailija: _____ Missä nähnyt: _____
Kilpailija: _____ Missä nähnyt: _____
Kilpailija: _____ Missä nähnyt: _____
8. Minkä muuttovalmiiden talojen tarjoajan markkinointi on miellyttänyt sinua?
Miksi?
9. Mainitse 3-5 parasta asiaa, jotka vaikuttivat myönteiseen hankintapäätökseen?
10. Mainitse 3 asiaa, jotka saivat empimään ostopäätöstä?
11. Millä tavalla muiden ihmisten kokemukset/näkemykset Design-talosta vaikuttivat ostopäätökseesi?
12. Mitä kertoisit oman kokemuksesi perusteella tuttavillesi jotka harkitsevat Design-Talon rakentamista?

Appendix 2: The survey questionnaire translated in English

Genger	1. Female	2. Male
Age group	1. Under 30	4. 50–59
	2. 30–39	5. 60 or over
	3. 40–49	
Profession	1. Hourly employee	4. Manager
	2. Salaried employee	position
	3. Entrepreneur	5. Pensioner
Building year and municipality		
<hr/> House model <hr/>		
The number of residents in the	1. 1	4. 4
the house	2. 2	5. 5
	3. 3	6. 6 or more

1. How did you first become acquainted with Design-Talo?
2. Where did you find more detailed information after that?
3. What kind of marketing by Design-Talo have you seen? (Mention the names of magazines, fairs etc.)

4. What is your opinion of Design-Talo's website?
 - a) Is the website easy to use?
 - b) Did you find the information you needed, or was something missing?
 - c) What do you think of the appearance of the site?
 - d) What improvements could be made to Design-Talo's website?

5. What about the house brochure...
 - a) did you find the information you needed?
 - b) Did the brochure give a realistic image of the house models?
 - c) What did you think of the brochure's appearance?
 - d) Suggestions for improvement?

6. What other manufacturers of ready to move in houses are familiar to you?

7. Where have you seen competitors' marketing and of which competitor's?

 Competitor: _____ Seen where: _____

 Competitor: _____ Seen where: _____

 Competitor: _____ Seen where: _____

 Competitor: _____ Seen where: _____

 Competitor: _____ Seen where: _____

8. Which of the ready to move in house manufacturers' marketing have you liked? Why?

9. Mention 3-5 best things that had an effect on your positive purchase decision?

10. Mention 3 things that made you hesitant about your purchase decision?

11. How did other people's experiences/opinions of Design-Talo affect your purchase decision?

12. What would you tell, based on your own experience, to your acquaintances who are considering building a Design-house?